

**PERCEPTION OF SELECTED DEVOTEES TOWARDS TEMPLE MANAGEMENT:
A CASE STUDY ANALYSIS**

Shriya P. Dalal*

ABSTRACT

The temple is considered to be one of the holistic and ancient places for Hinduism to worship. The perception of devotees' play a very pivotal role as they are one who has a strong believes in a particular religion or god. In this research the perception of devotees towards management of temple is studied. The hypothesis framed for the present study is The devotees are likely to be highly satisfied with the management of selected temple. The hypothesis is being tested and found to be true using Logistic Regression Model with the help of Gretl Software.

KEYWORDS: Temple, Devotees, Perception, Accessibility, Management.

Introduction

The majority of the population in India practice Hinduism which is the most ancient religion in the country. As per Census 2011, about 80 Per Cent Indian practice Hinduism. Some practitioners of this religion call it Sanatan Dharam, a term popularized by Mahatma Gandhi. Ramayana and the Bhagavad Geeta are the holy books of the Hindus. Their place of worship is known as Temple (Devasthanam or Mandir in Hindi).

Variously known as 'Pearl of the Orient' and a 'Tourist Paradise', the State of Goa is located on the western coast of India in the coastal belt known as Konkan. The magnificent scenic beauty and the architectural splendors of its temples, churches and old houses have made Goa a firm favorite with travelers around the world. But then, Goa is much more than just beaches and sea. It has a soul which goes deep into unique history, rich culture and some of the prettiest natural scenery that India has to offer. Much of the real Goa is in its interiors, both inside its buildings and in the hinterland away from the coastal area. Following are some temples of timeless history coming alive with ancient shrines i.e. Ananta Temple at SavoiVerem, Shri Bhagavati Temple Pernem, Chandreshwar Bhoothnath Temple Quepem, Bodgegshwar Temple Mapusa, Maruti Temple Mapusa, Shree Rudreshwar Temple Harvalem, Mangesh Temple Mangueshi and Saptakoteshwar Temple Narvem.

Literature Survey

In order to study the above said research topic the following literature survey was conducted.

- **Datta Anand Mule** (2015) of Dr. BabasahebAmbedkarMarathwada University in the research paper titled "A Critical Study of Management of Selected Temple trusts in Maharashtra State". The researcher has covered the difference between the temple management and business management. For the study the researcher has taken only three temples of Maharashtra into consideration. It also tries to find out the Geographical, Religious and Historical background of these selected temples of Maharashtra.

* Assistant Professor, DPM's, Shree Mallikarjun College, Delem, Canacona, Goa, India.

- **Karuna** (2013) of Mahatma Gandhi University in the research paper titled "A Study on the Management practices of the Syro-Malabar Catholic Church in Kerala". The researcher finds about the comprehensive enquiry into the meaning of role that is being played by Syro-Malabar Catholic and certain related terms used in Sociology. It also explores the priest as understood by it and also which is taught by the Roman Catholic Church. The data collected was tested with the help of Regression and Chi Square test.
- **Madhusoodhanan C.K.** (2011) of Tata Institute of Social Science in the research paper titled "A Study on the Nature of Relationship between the State and the Management of Hindu temples in Kerala". The researcher has studied about the issue of secular State's role in the affairs of various places of worship of the religion professed by the majority the people present in Kerala. The case study was carried out on Guruvayoor Devaswom.

Identification of the Research Problem

From the above literature survey it is clearly understood that:

- There is no research conducted in the area of "Perception of Selected Devotees towards Temple Management – A Case Study Analysis".
- Goa is considered as the State of temples. It is right time to study the perception of devotees in temples of Goa.

On both the above aspects, the present study is a pioneer in nature in the selected area of research.

Objectives of the Study

The primary research objective of the present study is to know the Perception of Selected Devotees towards Temple Management. However, the specific objectives are:

- To study the facilities provided in selected temple.
- To analyze the perception of selected devotees towards the management of the temple selected for research.

Hypothesis Tested

In order to study the above research objective the following hypothesis is formulated and tested.

H₁: The devotees are highly satisfied with the management of selected temple.

Research Methodology

To study the above objectives, following research methodology has been adopted.

Scope of the Study

- **Universe**
For the present study, all the temples in the State of Goa are considered as universe.
- **Sample Type**
For the present study convenience type of sample is considered.

Sample Size

- **Number of Temples**
In order to study the Perception of Devotees of Selected Temples in Goa the following 5(five) temples were selected and studied:

- Shree Chandreshwar Bhoothnath Saunsthan, Parvat-Paroda, Quepem-Goa.
- Shree Shantadurga Kunkolikarine Saunsthan, Fatorpa-Goa.
- Shri Shantadurga Bhumipurush Saptakoteshwar Saunsthan, Fatorpa-Goa.
- Shree Vimleshwar Devalaya, Rivona-Goa.
- Shri Maharudra Saunsthan, Mapusa-Goa.

- **Number of Devotees**

To study the perception of selected devotees towards the management of the selected temples, 205 devotees from all the above selected temples were chosen and studied.

Period of the Study

Period of survey is considered as the period of study.

Sources of Data

The required, relevant and reliable data for the present study has been collected from both primary and secondary sources.

- Primary Data Source

The required data to analyze the perception of devotees towards the management of temple was collected by serving well designed questionnaire to the selected devotees.

- Secondary Data Source

Secondary information is being collected from different books, research papers and various websites on internet.

Statistical Tools Used

Basically, the study is focused on temple management of five Temples in Goa. For the analysis Logistic Regression Model i.e. LOGIT is used in Gretl Software.

Data Analysis and Interpretation

Devotees Perception towards Temple Management in Goa

Particulars	Slopes	Particulars	Slopes
Pujas Performed	-0.00891493	Fund Box	0.00838519
Maintenance	0.0106075	Accessibility	0.00318955
Parking Facilities	-0.000888773	Accommodation Facilities	-0.00129211
Clean Drinking Water	-0.00456184	Canteen Facilities	0.00920809
Changing Room Facilities	-0.00509856	Provision of Dustbins	-0.00536542
Provision of First Aid	0.00876452	Cleanliness	-0.00265046
Sitting Arrangement	-0.00101136	Worship Area	0.00692277
Function Hall	-0.00316019	Prasad Sufficient	0.00456937
Provision of Sandal	0.00221541	Quality of Food	0.00345569
Office Area	0.00841703	Proper Roads	-0.00286166
Infrastructure	0.00467649	Auction Items	0.00275914
Security of Temple	0.00297017	Grievances	0.00910154
Availability of Doctor	-0.0158569	Public Transport	0.00393946
Disclosure of Accounts	0.00645740	Adequate Street Light	0.00627354
Service Quality	0.00356347	Availability of rest room	-0.00641398
Washroom Facility	0.00156749	Safety of Devotees	0.0157597

Source: Computed from Primary Data.

Mean dependent var	0.834146	S.D. dependent var	0.372860
McFadden R-squared	0.666353	Adjusted R-squared	0.308033
Log-likelihood	-30.72762	Akaike criterion	127.4552
Schwarz criterion	237.1146	Hannan-Quinn	171.8098

Number of cases 'correctly predicted' = 199 (97.1%)
 f(beta'x) at mean of independent vars = 0.009
 Likelihood ratio test: Chi-square (32) = 122.737 [0.0000]

Predicted

0 1

Actual 0 30 4

1 2 169

Excluding the constant, p-value was highest for variable 13 (sitting arrangement)

Above is the model which is created with the help of Logistic Regression Model i.e. LOGIT. It talks about Devotees Perception towards management of Temples in Goa. In this model the dependent variable is Perception. Similarly there are all together 32 individual independent variable i.e. Pujas

Performed by Temple, Provision of Fund Box, Proper Maintenance and Renovation done of the Temple, Accessibility of Temple, Parking Facilities, Accommodation Facilities, Provision of Clean Drinking Water, Proper Canteen Facilities, Changing Room Facilities, Provision of Dustbins, Provision of First Aid and Fire Extinguisher, Cleanliness of Temple, Function Hall of Temple, Distribution of Prasad, Provision for Sandals, Quality and Quantity of Food, Office Area of Temple, Proper Maintenance of Road, Infrastructure of Temple, Auction Items of Temple, Security of Temple, Grievances of Devotees, Availability of Doctors at time of emergency, Public Transport Facility, Disclosure of Audited A/c's, Adequate Street Light, Service Quality offered by Temple, Provision of Rest Room, Washroom Facility and Safety and Security of the Devotees.

As per the Logistic Regression Model, the Likelihood Ratio is shown by this model comes to 122.73 per cent. Also the number of predicted cases of these logistic model has been obtained and predicted correctly is 199 i.e. 97.1 per cent.

From the model it is being observed that the Likelihood Ratio of Perception of devotees is increasing and has been predicted where the following hypothesis has been framed.

H₀: The devotees are not highly satisfied with the management of selected temple.

H₁: The devotees are highly satisfied with the management of selected temple.

The above drawn model talks about the slopes of all the individual independent variables.

Pujas are considered to be the main activity that is performed by the temple. One of the independent variable is Timing and procedure of Pujas Performed by the temple and it shows a negative slope of 0.0089 where the devotees feel that the Pujas are not performed properly. The second independent variable talks about the Provision of Fund Box. In Fund Box devotees are offering cash to the God and it shows a positive slope of 0.0083. The third independent variable talks about the proper maintenance and renovation done by the temple which shows a positive slope of 0.0106. The temple should be very much accessible so that devotees are able to visit the temple. Therefore the fourth independent variable talks about the accessibility of temple which shows a positive slope of 0.0031.

Parking Facilities of the temple should be excellent as at time of festivals many devotees visit to temple and if parking facilities are improper then there is too much of traffic jam. The fifth independent variable talks about the parking facilities and it shows a negative slope of 0.0008. The sixth independent variable talks the Accommodation facilities at time of festivals so it shows a negative slope of 0.0012 as many temples do not have Accommodation facilities provided for the devotees. The seventh independent variable talks about Provision for Clean Drinking Water and it shows a negative slope of 0.0045 as in many temple's there are no water filters present.

The eighth independent variable talks about the Canteen Facilities which shows a positive slope of 0.0092 as at time of any occasion in the temple it takes too long so canteen facilities is a must for the devotees visiting the temple. The ninth independent variable talks about the Changing Room facilities provided by the temple which shows a negative slope of 0.0050. The tenth independent variable talks about the Provision of Dustbins which shows a negative slope of 0.0053 where the devotees feel that there are no adequate dustbins kept in the temple. The eleventh independent variable talks about the availability of First Aid Kit and Fire Extinguisher at time of emergency which shows a positive slope of 0.0087. The twelfth independent variable talks about the Cleanliness of temple and its surrounding and it shows a negative slope of 0.0026 as devotees feel that temples are not properly cleaned.

The thirteenth independent variable talks about the Sitting Arrangement of the temple which shows a negative slope of 0.0010 as the sitting arrangement area is very less and at the time of festival it is too much congested. The fourteenth independent variable talks about the Worship Area which shows a positive slope of 0.0069. The fifteen independent variable talks about the Function Hall of the temple which shows a negative slope of 0.0031 as there are not much function halls for many of the temples.

The sixteen independent variable talks about the Prasad Distributed to the devotees visiting the temple which shows a positive slope of 0.0045 as Prasad distributed by the temple is sufficient to the devotees visiting the temple. The seventeen independent variables talk about the **Provision of Sandals** made outside the temple which shows a positive slope of 0.0022. The eighteen independent variables talk about the **Quality and Quantity of Food** that is provided to the devotees visiting the temple, which shows a positive slope of 0.0034 as many devotees like the food that is prepared in the temple.

The nineteen independent variable talks about the Office Area of the temple which shows a positive slope of 0.0084 as every temple has its office where the management mostly meet on Sunday and carry out their temple meetings. The twentieth independent variable talks about the Proper Maintenance of Roads of the temple which shows a negative slope of 0.0027 as the roads which are going to the temple are not maintained properly as there are many pot holes on the road. The twenty first independent variables talk about Infrastructure of temple which shows a positive slope of 0.0046. The twenty second independent variable talks about Auction Items of the temple which are offered to the devotees at a reasonable rate which shows a positive slope of 0.0027.

The twenty third independent variable talks about the Security of the temple which shows a positive slope of 0.0029 as security is very much there in all the temples. The twenty fourth independent variable talks about the Grievances that are put forth by the devotees which show a positive slope of 0.0091 as many grievances of the devotees are being taken care off. The twenty fifth independent variable talks about the Availability of the Doctors at time of any emergency which shows a negative slope of 0.0158 as many doctor clinics are not near by the temple. The twenty sixth independent variable talks about the Public Transport Facility to the temple which shows a positive slope of 0.0039 as many public buses are there which go towards the temple. Public transport is very much helpful at festive time as many devotees visit the temple.

The twenty seven independent variable talks about the Disclosure of Audited A/c's which show a positive slope of 0.0064. The twenty eight independent variables talk about Street Light on the roads of the temple, which shows a positive slope of 0.0062 as on many roads the street lights are there. The twenty ninth independent variable talks about the Service Quality offered by the temple which shows a positive slope of 0.0035.

The thirtieth independent variable talks about Provision of Rest Room and Child Care Room which shows a negative slope of 0.0064 as many of the temples do not have rest room. The thirty first independent variables talk about the Washroom facility, which shows a positive slope of 0.0015. The thirty second independent variable talks about the Safety and Security of the devotees which shows a positive slope of 0.0157.

The overall model shows a very good result i.e. the actual values say that the devotees which are not highly satisfied with the management of the temple is 30 and which are highly satisfied is 4 but through the model the predicted values of devotees that are not highly satisfied with the management of temple is 2 and which are highly satisfied is 169. Therefore, Hypothesis H1 is accepted.

Conclusion

- The main expenses of selected temple are maintenance and repairs of the temple and its premises, puja expenses, salaries, temple advertisement and festival expenses.
- The temple in Goa needs to be provided with better road facilities and transportation facilities.
- If possible, Government should provide with basic facility of safe drinking water, medical facility, washroom, canteen, fire extinguisher, restroom and child care room.

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